

ABSTRACT

Disclosed is a method of topically applying active ingredients to the hair or skin, said method comprising the steps of: (A) applying to the hair or skin a combination of water and a personal care composition, said composition comprising a high-density solid polymeric foam having an Foam Density of from about 0.23 grams/cm³ to about 1.20 grams/ cm³, said polymeric foam comprising: (i) a solid polymer structurant; and (ii) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1:8 to about 10:1; and (B) rinsing the hair or skin with water to disintegrate and rinse-away the high-density polymeric foam such that the disintegrated polymeric foam contains no individual foam pieces having a topographical area of more than about 10% of the original topographical area of the solid polymeric foam prior to application, as determined in accordance with a Substrate Disintegration Test herein. The method provides effective topical delivery of active ingredients from a high-density foam substrate that slowly disintegrates and is rinsed away during prolonged single-use or other similar application.